**MKT 4156 CW 2 Individual Report**

***Due Date: April 19th 2024***

***Word Count: 2,500***

***Weighting: 80%***

*Students are expected to respond to a project brief that covers the development of advertising and campaign, creation of content using different channels and evaluation of key metrics for measurement.*

**The content page of communication plan: 2500 words excluding tables, figures, appendices, and bibliographies**

1. *Introduction*

* *Brand and its positioning*
* *Background to the job*

1. *Campaign objectives and Measures*
2. *Customers to be targeted/ Target Audience Analysis*
3. *Key Messaging*
4. *Creative strategy/ Big Idea*
5. *Media plan*
6. *Budgetary considerations*
7. *Scheduling considerations*
8. *Discussion of campaign effectiveness testing*
9. *Conclusion*

*Appendix: Creative Brief, Mock up of your creative work*

***Deadline to Approve Creative Brief: April 3rd 2024***

Graphical user interface, application, Word

Description automatically generated

**CW2 formatting requirements:**

* Times New Roman or Arial font, size 12
* No double spacing
* Professionally presented and well bound
* Avoid repetition
* Sound grammar and spelling
* Use Harvard Referencing System

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| **Assignment marking criteria rubric (Individual report)** | | | | | |
| **Section/ criteria** | **1-4 First** | **5-8 Upper Second** | **9-12 Lower Second** | **13-16 Third** | **17-20 Refer** |
| **Introduction**: A clear rationale for the topic choice | Outstanding discussion and justification of topic selected | Thorough discussion and justification of topic selected | Evidence of some discussion and justification of topic selected | Adequate discussion and justification of topic selected | Discussion and justification of topic selected is inadequate |
| **Discussion**: Content:  relevant and informative, applying depth of knowledge and understanding | Excellent and well-informed understanding of theories and concepts involved | Good understanding of theories and concepts involved | Demonstrates satisfactory knowledge and understanding theories and concepts | Adequate content; limited depth of knowledge and understanding shown | Inadequate content; limited depth of knowledge and understanding shown |
| **Conclusion:**  Clear conclusions from the literature | Tightly structured, logical and draws coherent conclusions to the topics covered | Undertakes a systematic analysis of the issues and draws coherent conclusions to the topics covered | Sound conclusions to the topics covered | Adequate conclusions to the topics covered | Inadequate conclusions to the topics covered |
| **References**: Reference to sources including directions for further study | Broad and relevant readings examined and used selectively in the work | Good range of appropriate references used during the review | Conventional references and readings used within the review | Adequate but limited use of references during review | Review relies on no or one reference; evidence of unexamined personal opinion |
| **Presentation:**  Clearly presented with limited spelling and grammatical errors | Very well expressed and understanding of content with limited spelling or grammatical errors | Very well expressed; good understanding of content with some spelling and/ or grammatical errors | Well expressed; understanding of content with several spelling and/ or grammatical errors | Unclear expression of information; little understanding of content; several spelling and grammatical errors | Several spelling and grammatical errors |